

Beer, Wine & Mixed Spirit Drink Price Posting

Michigan rules require Wholesalers, Michigan Wine Makers and Michigan Small Wine Makers who sell beer, wine or mixed spirit drinks to retail licensees to file with the Commission their net cash prices to retailers for all brands and packages of alcoholic beverages sold. For price posting rules purposes, mixed spirit drinks are treated as wine. Price schedules may be in any written format as long as the brand, package and price is clearly distinguishable. Wholesalers, Wine Makers and Small Wine Makers offering different prices to different market areas must submit separate price schedules for each market area and must clearly identify the applicable market area on each price schedule.

Beer Price Posting – Rule 436.1625

- Beer wholesalers must file with the Commission in Lansing a schedule of net cash prices to their retail licensees for all brands and packages of beer sold by that wholesaler.
- Each brand and package sold by a wholesaler must have a current price on file with the Commission.
- There is no special form required to file price schedules with the Commission. Company name must be included on all price schedules filed with the Commission.
- Any change in beer prices must be filed with the Commission prior to the price change going into effect.
- Prices for new products and packages must be filed with the Commission before sales can be made in Michigan.
- The rule does not require monthly, quarterly or annual price filing, it merely requires the wholesaler always have their current beer prices to retailers on file with the Commission. It is however very helpful to MLCC staff if at least annually an updated beer price schedule is filed with the Commission.
- Temporary beer price reductions, “post-offs”, must continue for at least 180 calendar days after the effective date.
- Beer prices may only be increased during a post-off to reflect a general industry price increase or to reflect a tax increase in the market area.
- The effective dates of any temporary price change must be clearly indicated on all price filings.
- A Wholesaler may not charge a retail licensee any fee in addition to the net cash prices filed with the Commission.
- **Beer may not be sold to retail licensees at a quantity discount.**

Wine & Mixed Spirit Drink Price Posting – Rule 436.1726

- Wine wholesalers, Wine Makers and Small Wine Makers who sell wine to retail licensees must file with the Commission in Lansing a quarterly wine price schedule on or before January 1, April 1, July 1, and October 1 of each year indicating the prices to retailers for all brands and packages of wine and mixed spirit drink for the upcoming quarter.
- There is no special form required to file price schedules with the Commission. Company name must be included on all price schedules.
- Each brand and package sold by a wholesaler must have a current price on file with the Commission.
- Each brand and package sold by a Wine Maker or Small Wine Maker directly to retail licensees must have a current price on file with the Commission. Wine Makers do not need to file prices that they sell wine to wholesalers at. Only prices to retailers need be filed.
- Any change in wine or mixed spirit drink prices during the quarter must be filed with the Commission prior to the price change going into effect.
- Prices for new products and packages must be filed with the Commission before sales can be made in Michigan.
- Temporary wine and mixed spirit drink price reductions, “post-offs”, must continue for a minimum of 14 consecutive calendar days after the effective date.
- The effective dates of any temporary price change must be clearly indicated on all price filings.
- A Wholesaler, Wine Maker or Small Wine Maker may not charge a retail licensee any fee in addition to the net cash prices filed with the Commission except for a split case fee. All split case fees shall be at the same per unit rate, shall be nondiscriminatory and shall not be based on a sliding scale.
- **Wine and mixed spirit drinks may not be sold to retail licensees at a quantity discount.**

Questions relative to wholesale beer, wine & mixed spirit drink price posting should be directed to Michigan Liquor Control Commission, Manufacturers & Wholesalers Section, P.O. Box 30005, Lansing, MI 48909, (517) 322-1416 or by E-mail.